1996 MERCHANDISING DOLLARS TO DATE BY BRAND

BRAND	PROGRAM	$m	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($mm)	% OF TOTAL
BASIC	- AVAILABLE	$0		$9.0	9%
BENSON & HEDGES	- CLUB B&H	$17		$9.9	10%
	- COOKBOOK MAILING	$20			
		$37	17%		
MARLBORO	- COOKBOOK MAILING	$15	7%	$38.4	41%
	- UNLIMITED (TRAIN LIBRARY)	TBD			
MERIT	- BOWLING DAY	$2	1%	$14.2	15%
PARLIAMENT	- PARTY ZONE (WINTER - SKI TIX) (SUMMER RESORT PROGRAM)	$44	20%	$5.5	6%
PLAYERS NAVY CUT	- SALES INCENTIVE	$2	1%	$1.5	2%
VIRGINIA SLIMS	- LEGENDS TOUR	TBD		$15.8	17%
	- SOUTHERN WOMEN'S SHOW	$2	1%		
PLAYBILL	- THEATRE TICKETS	$5	3%	N/A	N/A
WOMAN'S DAY	- SUPERBOWL PACKAGES FOR TRADE	$105	50%	N/A	N/A
TOTAL SPENDING	2060306235	**$212**	**100%**	**$94.3**	**100%**
% MERCHANDISING VS. TOTAL MAGAZINE DOLLARS TO DATE			0.2%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

Source: https://www.industrydocuments.ucsf.edu/docs/pqxn0004

1995 MERCHANDISING DOLLARS BY BRAND

BRAND	PROGRAM	$m	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($mm)	% OF TOTAL
BASIC	- PLAY TICKETS	$1	0%	$9.6	9%
BENSON & HEDGES	- 1/3 PAGE VERTICALS	$1,200	71%	$14.8	14%
MARLBORO	- INDY 500 SUITE	$25	1%	$46.9	44%
MERIT	- NONE	$0	0%	$15.1	14%
PARLIAMENT	- PARTY ZONE (WINTER - SKI TIX) (SUMMER - CONCERT TIX)	$100	6%	$4.1	4%
VIRGINIA SLIMS	- LEGENDS TOUR - ASK VIRGINIA	$25 $180 **$205**	12%	$15.4	15%
MARKETING CONFERENCES & PM THEATRE DAY	- SPEAKER - CLOTHES - THEATRE TICKETS	$57	3%	N/A	N/A
PLAYBILL	- THEATRE TICKETS & PARTY	$15	1%	N/A	N/A
WOMAN'S DAY	- SUPERBOWL PACKAGES FOR TRADE	$105	6%	N/A	N/A
TOTAL SPENDING		**$1,708**	**100%**	**$105.9**	**100%**
% MERCHANDISING VS. TOTAL MAGAZINE DOLLARS			1.6%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

2060306536

Source: https://www.industrydocuments.ucsf.edu/docs/pqxn0004

1994 MERCHANDISING DOLLARS BY BRAND

BRAND	PROGRAM	$M	% OF TOTAL	MAGAZINE SPENDING BY BRAND ($MM)	% OF TOTAL
BASIC	NONE	$0	0%	$9.7	9%
BENSON & HEDGES	ACCOMMODATIONS PROGRAM	$180	24%		
	NY TIMES CO. FREE SPACE IN SIP	$30	4%		
		$210	28%	$22.9	21%
MARLBORO	INDY 500	$25	3%		
	COUNTRY STORE LAUNCH	$22	3%		
		$47	6%	$41.2	37%
MERIT	BOWLING	$1	1%	$16.8	15%
PARLIAMENT	PARTY ZONE	$78	10%	$4.4	4%
VIRGINIA SLIMS	SOUTHERN WOMEN'S SHOWS	$7	1%		
	LEGENDS	$105	14%		
	NY TIMES CO. FREE SPACE IN SIP	$15	2%	$15.9	14%
		$127	17%		
MARKETING CONFERENCE		$25	3%		
CASH BACK MERCHANDISING - HACHETTE GROUP (PRORATED TO BRANDS)		$260	35%		
PLAYBILL	THEATRE TICKETS	$10	1%		
TOTAL SPENDING BY BRAND	2060306537	$758	100%	$110.9	100%
% MERCHANDISNG VS. TOTAL MAGAZINE DOLLARS			0.7%		

NOTE: TRADITIONAL MERCHANDISING IS 0.5% OF INDUSTRY STANDARD

Source: https://www.industrydocuments.ucsf.edu/docs/pqxn0004